PROPOSAL NARRATIVE

THE ORGANIZATION

POINT foundation was founded two decades ago by Stewart Brand to promote cultural and technical innovation using the profits from the *Whole Earth Catalogs.* In its time POINT has given away more than $1 million to nurture such undertakings as Trust For Public Land; Jonah, the first whale saving program; New Alchemy Institute, a showcase for appropriate technology; and the Hackers' Conference, an annual gathering of personal computer visionaries. POINT currently publishes a quarterly magazine, *Whole Earth Review*, and other related projects.

The POINT board includes: Stewart Brand- Founder of the *Whole Earth Catalog* and POINT Foundation. Chuck Blitz- Past President of Threshold Foundation. Bob Fuller - Physicist and Past President of Oberlin College. Former senior researcher at Worldwatch Institute. Paul Hawken - Co-founder of Smith & Hawken, Inc. Author of the *Next Economy* and *Growing a Business*. Huey Johnson - Founder of Resource Renewal Institute. Former Secretary for Resources for the State of California. Doug Carlston - Co-founder of Broderbund Software, Inc. Past President of the Software Publishers Association. Kevin Kelly - President of POINT Foundation. Editor and Publisher of *Whole Earth Review*.

The ***Whole Earth Institute*** is the research and development arm of the organization. Where POINT Foundation and its publications, provides affordable public access to powerful tools and solutions, the *Whole Earth Institute* supports 1) free-lance science, 2) local experimentation as the means to solutions of global problems and 3) dissemination of this research to the greatest number of people with emphasis on the local Marin Community. The Institute will undertake a limited number of research projects each year and the results of these investigations and innovations will be disseminated through a variety of communication networks.

One of the Institute's current projects ***The Restoration,*** is a research and publication project about the resources, tools and people who are working on restoring the natural environment. The *Restoration* provides information such as global scale environmental tactics for the backyarder, the difficult art of restoring a meadow, the more difficult art of creating a stream and the untold story behind the Greenhouse Effect.

One effective way to disseminate the research and results of projects such as *Restoration*, will be a well-organized Environmental Resource Library to which interested individuals and educators can come and readily draw upon the materials they want or need. Further *Whole Earth Institute* believes it would be best to interface with the Marin County Library system so that individuals throughout the county who wish to locate a vast collection of relevant material can be directed to the Whole Earth Environmental Resource Library in Sausalito from any branch of the county's library system.

The Organization's Finances

POINT has a reputation for producing great achievements with very limited resources. Against all odds, it has run a magazine without advertising for 14 years. It has produced well researched books that commercial publishers cannot duplicate. It runs the WELL, one of the few regional computer teleconferencing systems that pays for itself and has made the only hypermedia book that is commercially available.

For the past decade, the organization has been self-supporting, relying solely on subscriptions to its publications plus contributions from its supporters for bare expenses but neither granting nor seeking funds. Yet new projects such as the *Environmental Resource Library*, will require more funds than our lean, self-sustaining budgets permit but will also benefit more individuals. Therefore as the organization enters its third decade, we have decided to seek partial grant support for selected projects undertaken by the POINT's Whole Earth Institute.

THE PROJECT

Over the past twenty years POINT foundation publications have reviewed many environmental, sociological and technical books and magazines for their readers. Approximately 6,000-7,000 of these books and publications are now housed at POINT's Whole Earth Institute's offices in Sausalito and we are now seeking a Planning Grant from the Marin Community Foundation to help us determine how to effectively organize and index them so they may be more accessible to environmental organizations and concerned individuals.

While the initial focus of the project is to create the Whole Earth Environmental Resource Library which will meet both the current and projected future needs of Whole Earth itself, we realize that our collection of environmental material is probably unparalleled in Marin County and should be made available to other interested individuals. Therefore the major focus of the project will be to create a computer database that will interface with the Marin Library On-Line system alerting organizations and independent researchers throughout Marin and other areas about material that is accessible to them at the Whole Earth Environmental Resource Library.

Specific Goals

Over an initial three month time span, Whole Earth Institute staff will consult with experts in a variety of related fields to create a plan on how best to accomplish the following goals:

1) Cataloging all existing books & publications
All of the 6,000-7,000 books and publications currently at Whole Earth have to be numerically cataloged by Dewey Decimal, Library Of Congress numbers and Library Congress Standard Headings as well as identified by the Whole Earth publication issue it was reviewed in. Whether this cataloging is to be done manually or by a computer and how a computerized database is set up so it will be compatible with the Marin Library system are two questions that will have to be answered in the initial planning phase.

2) Inputting the Cataloging System into the computer
A vital component of the proposed Whole Earth Environmental Resource Library will be the computerized database which will contain information about all literature currently housed therein. The hardware and software we acquire to catalog the books and publications and the manner in which this software is tailored to meet Whole Earth's specific needs as well as those of the Marin County Library system will probably be the largest issue addressed by Whole Earth Staff and consultants alike during the planning phase.

3) Generating spine labels and cards
Once all the books and publications have been cataloged on the computer, a set of spine labels and catalog cards can be generated off the Library printer. In planning for the Whole Earth Environmental Resource Library, the general format and data requirements of this procedure must be carefully considered.

4) Sorting all books and publications and books by number and subject
Having been cataloged, all of the 6,000-7,000 books and publications currently at Whole Earth will then have to be sorted by number and by subject matter. While this process will require a great deal on man-power, how the books are to be sorted by subject which will be useful to Whole Earth employees as well as in compliance with the standards of the Marin County Library system will be another question that must be addressed in the planning phase.

5) Designing an appropriate Shelving System
Though space at Whole Earth is limited, the 6,000-7,000 books and publications will have to be stored in such a manner that they are readily accessible and there is ample room for future acquisitions. Therefore an important part of this planning session will be to determine how to best use existing wall space to shelve the literature as well as setting space aside for a research area open to all interested Marin residents.

6) Shelving all the books and publications
Once the preparation as outlined above has occurred, the books and publications will be ready to be shelved. This work will require many man-hours and some planning will have to be done on how the work can be done efficiently.

7) Replacing lost or antiquated works.
As the cataloging proceeds, there will probably be books or magazines that have been reviewed over the years in Whole Earth publications but which are no longer on the premises, likewise some editions we have on hand will be sorely out of date. An issue to be discussed in the planning phase will be how to replace the works, or how to acquire the most current editions.

8) Generating & updating Index Lists as needed
While the bulk of the work proposed for this project is centered around the books and publications currently in-house, some measure of thought has to be put into planning for the future. As new books and/or publications are reviewed by Whole Earth they will need to be cataloged by number and subject and logged into the system and periodically new lists will have to be generated to make sure all materials are still accounted for.

9) Interfacing with the Marin County Library System
See page 6 for more details.

The Project Team

During the three month planning phase, members of the community, consultants who have relevant expertise and Whole Earth Institute staff will meet on a regular basis to determine an effective and manageable manner in which the 6,000+ books and publications currently in-house can be cataloged, organized, sorted and shelved to help both Whole Earth and the community. Among the key members of this task force who will participate in this session will be:

Alice MacNamee- Marin County Library

As Assistant County Librarian of the Marin County Library, Alice is versed in both effective Library techniques and data requirements specific to the Marin County Library Automation System. This combination of skills and expertise will be vital to the planning and implementation of the Whole Earth Environmental Resource Library.

Steve Cisler -Apple Computer

As a librarian working working within the Advanced Technology Group at Apple Computer Inc, Steve has a great deal of experience with both computerized library systems and Macintosh machines. In addition to this experience, Steve has also worked with the organization on other projects and knows the organization, its history and its resources very well.

David Burnor - Librarian for the Whole Earth Institute

Having worked for the organization for over twelve years and being the first, and only, librarian David has manually cataloged and monitored all books and publications which have been acquired over the years. As a self-taught librarian with a great deal of computer experience, David is very enthusiastic about working with Alice, Steve and a designer/architect to create an efficient library which can be opened to interested individuals throughout Marin via the Marin County Library System Interface.

Stephanie Leonard - Executive Director of the Whole Earth Institute

In various administrative capacities in Marin as well as New York and Pennsylvania, Stephanie has been responsible for creating and adhering to project timelines and budgets for several non-profit agencies. Having also worked as a programmer analyst, Stephanie can lend both administrative and technical skill in managing this project.

Library Designer/Architect

Although initial contact has not been made yet, we would like to work with a professional such as Mike McCloskey of San Anselmo who has already assisted with library design in Marin County. While there is limited space at the Whole Earth office, there is some wall space which could be well-utilized with the assistance of a designer.

Other key people who are to be included will be:

Software/Hardware Vendors (See Appendix)

THE PROJECT AND THE COMMUNITY

As the 1990's approach, more people are focussing on the environment and how it can be saved and/or restored to its pre-civilized state. Whole Earth has accumulated an unparalleled collection of written materials about environmental issues that could be very useful to educators, scientists and concerned citizens throughout Marin.

As discussed above, an important component of the Whole Earth Environmental Resource Library will be to create a database which can interface with that of the Marin County Library. Setting up this interface will probably enhance the scope of works the Marin County Library will be able to offer its members, especially in the environmental field.

Once the interface is in place, a Marin Library visitor who is interested in locating specific environmental research materials would be directed to Whole Earth by the on-line referral system if indeed such material was on hand. The visitor then could go to the Whole Earth Environmental Resource Library in Sausalito and use the material there.

Organizations, educators and individuals who are interested in restoring the earth to its natural state, or cleaning it up to some degree, can come to the Whole Earth Environmental Resource Library and browse through books, periodicals and other environmental material we have collected over the last twenty years. People interested in sustaining/improving Marin's natural resources, getting rid of its hazardous waste in a safe manner or conserving its productive agriculture could come to Sausalito and learn how other communities or individuals tackled similar problems, what were the pitfalls and what succeeded.

CONCLUSION

POINT has amassed a vast collection of material which could now help help others with specific research on environmental issues. Rather than re-invent the wheel, or fall prey to the same problems others have already successfully solved, communities or individuals who are ready to work on environmental issues such as toxic waste or agricultural productivity should be offered the opportunity to browse through the material on hand at Whole Earth as a complement to, and in conjunction with, the Marin County Library system.

Before this collection can be opened up to the public for use however, it must be cataloged and sorted so that material can be retrieved by number or subject. Also a computer interface must be built linking the Whole Earth Environmental Resource Library to the Marin County Library system so that all library visitors can utilize this material.

We are asking the Marin Community Foundation for a $5,000.00 planning grant which will allow Whole Earth Institute staff to consult with experts, conduct research and formulate a plan as to how the library can be implemented most effectively. At the end of the three month planning phase, POINT's Whole Earth Institute will have a comprehensive plan to implement the Library project, including timelines, budget and project team members.